

Young Hoteliers Summit 2012

Shaping the future of the hospitality industry



April 3, 2012

The Young Hoteliers Summit (YHS) is an annual event held at the Ecole Hôtelière de Lausanne. Spread over three days, it is an international meeting of global industry leaders and students from the top hospitality schools in the world. The event is regarded as a highly successful way of bringing together aspects of the industry in a current, open platform. hit-CONSULT GmbH was proud to be a sponsor of the event this year, and witnessed first-hand the values of collaboration, networking, exchange and dialogue taking place by students and industry members alike.

hit-CONSULT Darja Gogunova, Consultant, and Catherine Balcerzak, Business Development Manager, headed to beautiful Lausanne, Switzerland eager to meet with the industries leaders, shapers and the up-and-coming talent of hospitality. "Sponsoring YHS, which encompasses so much of what our company believes in: knowledge sharing, critical thinking, and strategic planning was something we were passionate about right away..." says Darja, "But after being there with the delegates, organizing committee, and industry it was clear that YHS takes it to the next level!"

The YHS platform is unique in that it is truly an international event where barriers are removed and focus is put directly on what drives ideas. The event successfully bridges the gap between current students (the future of the industry) and respected leaders by fostering two way communication on issues that are on the top of the minds of all within hospitality. Students have the chance to question, think, interact and have their voices heard directly by decision makers and influencers. Likewise, industry leaders have the opportunity to get direct feedback from the future generation.

This year's discussions were based on graduate opportunities in hospitality; attractiveness of operational vs. corporate roles, and the topic of talent shortage within the industry were brought to light. In line with this theme, the YHS 2012 challenge which was provided by Hyatt, called for the delegates to "Design the structure and various components of an attractive graduate program keeping in mind graduating student expectations and the company's managerial needs." The challenge proved to be motivating for many of the delegates, since it addressed core issues that they are currently, or will soon be facing upon graduation.

The experience for students who attend the event is also noteworthy; a chance to meet future peers, build their networks, challenge themselves to new ideas ways of thinking all while competing with other talented young minds who share the passion of hospitality. Larissa Haltigin, a graduating student from the University of Guelph, Canada and a YHS 2012 delegate commented, "Creating a concept that was derived from 6 students from 6 different countries in a matter of a few hours was an empowering experience. The unique ideas that were created and innovative processes presented confirmed that the future of the hospitality industry is in good hands. YHS was the most rewarding experience I have had yet, and I will forever be thankful for the opportunity to attend". This feeling was mirrored by other students, which helped foster the unique YHS culture during the three day event. All attendees, sponsors and students alike were excited, motivated, and ready to contribute.

For hit-CONSULT, YHS provided the perfect platform to help build the presence of the company in the industry. There were multiple opportunities for interaction with industry stakeholders including other consultants, hotel managers, technology and distribution companies, and hospitality management companies alike. It was an opportunity to speak with other likeminded individuals at various stages in the industry, get feedback, process new knowledge, and build connections for future business. The ability to sit in on workshops, panel speakers, and presentations was also available which provided the chance to learn more about upcoming trends, new strategic methods, and issues in the industry.

The motivation of the event is anything but contagious. Plans for YHS going forward are inspiring with goals to create regional events to include hospitality students on a global scale along with top industry members. hit-CONSULT is excited for what 2013 has in store for the YHS team, and after witnessing firsthand at this year's event what can happen when passion and creativity unite, it is clear that the future of hospitality is indeed "in good hands!"

Contact

Catherine Balcerzak
Business Development Manager
Catherine.Balcerzak@hit-consult.com

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